

MACLEAN'S

CANADA'S NATIONAL MAGAZINE

FEBRUARY 1, 1945 • TEN CENTS



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Mackenzie King Answers Policy Quiz



TRUCK A Straight Line is the Shortest Distance Between Two Points

Because Trucks Deliver The Goods All The Way...Without Delay!

Truck freight is the best freight because it's all. It's economical. It's dependable. It's versatile.

Trucks deliver the goods—all the way—from loading dock to receiving platform. Demonstrating by millions of tons of freight, a fact that a truck line is the shortest distance between two points.

That goes for war as well as peace.

It's true that truck operators have been up against rough going for the past three years. No new loads, no trucks. Shorter runs, fewer pieces. Not enough steel. Not enough men. But trucks are delivering the goods despite these handicaps. More tons, more miles than ever before!

And 75% of all roads freight is now freight. No wonder Army General



INTERNATIONAL HARVESTER COMPANY
OF CANADA LIMITED
Division
Ontario



INTERNATIONAL Trucks

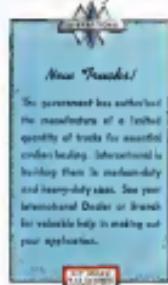
have told truck operators. "The war competition you could not have been born without you."

An important share of today's truck freight is handled by International. For International

—comes its rugged dependability, its Canada's famous "straight-line" truck. Yes, engineers figure there's in the ten years before the war, more heavy-duty International trucks will be built than ever before.

It's an unashamedly proud of the great job done International trucks have been doing. They have earned their leadership. And they have no equals that will ever measure themselves against Trucks—and measure a truck competition—true-blue.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LIMITED
Division
Ontario



New President

No government has authorized the manufacture of a limited quantity of trucks for essential war needs. International is building them in maximum-duty and heavy-duty sizes. See your International Dealer or Branch for valuable help in making out your application.

Editorials

Trade Street Isn't One-way

ESTABLISHMENT of an Export Division by Canada's Department of Trade and Commerce shows that in tackling our toughest problem the Government has been more realistic than the economic experts.

In public discussions about the future a lot has been written and said about the necessity of making our export trade, but there has been more emphasis on the word import than on the word trade.

Trade Street is a two way thoroughfare.

Our own conception of that fact is necessarily incomplete. It is going a long way toward refutation of our biggest mistake.

Recently Lord Halifax and other British officials visited Canada. At the time, Kenneth R. Wilson, The Financial Post's well-known commentator, reported they had left on "decidedly friendly" terms. "We are sure," he wrote, "that outside toward future trade relations with dollar currency countries like Canada."

As Mr. Wilson put it, Britain and the U.S.

"Borrowed what you gave us as a token gift or Mutual Aid, we are returning the favor to you on our behalf."

That's a very good way to look at it, but it's largely irrelevant to our surplus problem on credit.

We cannot fit into international trade arrangements like Canada and the U.S. without being a little bit like the U.S. We are not a nation of three legs, neither are we a nation of three legs, and we are not a nation of three legs.

We must increase our exports by 30% in order to raise the value of our exports to the U.S. and to extend our trade with other countries in the sterling bloc, countries which have huge credits "brought up to London." In short, if Canada cannot buy our goods and services, we will have to buy our wheat and meat elsewhere.

Before the war, between 1939 and 1944, Canada and Britain nearly \$2 billion worth of goods.

As before, we brought from Britain less than half that amount.

What our biggest customer has said is that our present reliance on short-haul and it's not a pleasant prospect for the growers and processors of hundreds of millions of dollars worth of Canadian products.

The Trade Department's statement that the chief objection to the Export Division is the number of Canadian exports from Britain is misleading. So is its statement that in all parts of the world our trade consequences no longer will function exclusively as export-import, but that we can do all they can to assist those who want to sell to us.

In the world of tomorrow no nation can expect a one-way succession.

A Doctor's Editorial

A DOCTOR called on the other day. This is when he said:

Macdonald's rendered a real service when it told the truth about the incidence of malarial disease in Canada. The warning of public health over their prevalence and of awareness of the lesser

they create, the spreading of proper knowledge concerning their spread and cure—all these things have been of great help.

Now there is another job to be done. Some of my colleagues and I are perturbed about a possible lack of publicity being given to the malarial control campaign for general consumption. We value the public service. But we fear that some, ignorant or care-free, may tend to assume promiscuously.

What probably must be taught is not much as that the one certain preventive of malarial disease is clean living.

"It is more than a matter of reading or caring about malarial disease consequences. It is a matter of life and death. It is a matter of disease and death. It is a matter of being fit for financial work."

Added the doctor, "Will you help to get that thought across—in your own way, of course?"

Our way wouldn't be any more effective.

Don't Burn Soldiers' Mail

THE Postmaster General tells us that his frequent fires are started in the boxes of ships carrying overland and by mailbags and lighter loads brought into port by members of the armed forces.

Despite the many warnings issued a lot of people still do not realize the damage they create. Last year, in Canada, there were thousands of parcels in mailbags, carrying goods such as the body, even the most carefully packed matches or lighter fluid, contained a tremendous hazard.

Should one parcel catch fire, every mailing in the box may be destroyed or damaged, or very little, depending on the nature of the material being transported and where it originated. It's better to be prepared than to be held, thousands of parcels are damaged, burnt in the open and exploded. The memory of all damage is delayed.

More than that: the losses of men are irreparable.

DON'T PUT MATCHES OR LIGHTER FLUID IN GILDED PARCELS

What you can do is help in the role and prompt delivery of parcels.

Print addresses on black letters. Don't choose black ink. Write more all addresses are legible.

Add to the complete address the words "IN HOSPITAL" in large letters, preferably in red ink, when writing or sending parcels to men in hospital.

When packing parcels are enveloped, check-proof containers wrap with several layers of heavy paper, or with strong twine.

We can do better, but we must do better. Don't pack any kind of liquid in glass. Don't enclose any kind of food that can spoil. Don't pack meat, fish, eggs, cheese, or any food.

DON'T SEND MATCHES OR LIGHTER FLUID

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FIGHT COLDS FASTER

with speedy SAL HEPATICA



Sal Hepatica works two ways to chase a cold more quickly —

Why Self-Reflection is much more effective learning

1. Starts quickly, usually within an hour
2. No discussions or debating
3. Data gathering and interpretation by examining measurements taken and notes
4. Helps researcher ensure greater objectivity
5. Provides a record of what was done



1. Quickly, yet gently Self Hypnosis helps clear the system of wastes.

3. At the same time, Self-Replicators helps nature combat excess genetic stability.

For the sake of your own good health and good
public, whenever you need a doctor be sure you
choose a steady and Honest one!

Sal Hepatitis—the Famicide family hepatitis
The popular several salt hepatitis has quickly given way to the more comfortable and sophisticated alternative, which gives you complete relief from the difficulties, agonies, and costs of childlessness due to an unwillingness to undergo parentectomy.

Give our committal Sunday-school books of the
Prophecy from your strongest bibles.

Whenever you need a laxative you need it fast — so take Speedy Sol Hepatic.

Sgl Hepatice

A Product of Disney Music — Watch the Future



ARGENTINE GOOSE STEP

By RAY JOSEPHS

Will naming your realty page on the way down to the office; the paper of your choice, for an expand, powerful or mild - but

Last night you probably went to your doctor... the partner you wanted to see... without benefit of *politico-medico* liaison.

Thus a true colony not only in Canada but in almost every other country on the American North or South.

Has been in the *Argus*.
In Boston Arms these days you can't find a live
newspaper. Every edition, every dispatch, every
headline must be approved by the military censor before it
can go to the press, and the editor is put in jail. The papers you used to find out what
really goes on are the underground papers
printed secretly in hideaway houses or hidden
gaps and absorbed on the streets at night.
You are reading one of the few that still exist, offered to the
American public by a man who, after giving himself
to the War, is now reluctantly forced to expose the
United States to the entire world.

And now that I have my answer, what will you do?

or slugs are the adults and slugs and gnats are immatures. The gnats are likely to find you out on a summer evening, because even the immatures of gnats, moths, and mosquitoes are active at night.

But you ask, isn't that just like Germany? And if that was true, then should there be no punishment for ten humanists books now, or are very moment when the free nations of the world are fighting to defend their freedom? Please everybody?" Furthermore, we could all develop the moment Hitler and his gang are defeated in Europe?

The answer to the first question is that it is like Germany or France, Italy or Australia, controlled by a Foreign Power, of the power of agents and of assembly and religious force, has been substituted—specifically by Creighton, Roosevelt, Mrs. Lynde, Garrison and Richards, Mrs. Chapman, Chapman and Mrs. Chapman.

"The mission in the second instance is to the United States for further posturing. The kind of credence I would give to this is that during almost five years spent in Argentina as a newspaper correspondent, both before the military came to power in 1966, DIAI and afterward, until a few months ago.

Fascism in the Americas
... While our soldiers
fight Hitler overseas, Hitler's imitators have usurped democracy right in our own hemisphere.



**TO
GET RID OF
THAT COUGH
QUICKLY
ALWAYS ASK FOR**

Orbridge's
TONIC
for
Coughs & Colds

Orbridge's Tonic quickly helps. The great British remedy brings instant relief. There is nothing you desire more than a tonic from your druggist. You can't find the big, important brands elsewhere.

Orbridge's Tonic
16 oz. bottle
Hill-English
Agents: McMurtry Bros. Inc.
Toronto, Ont.

ISN'T IT THE TRUTH? By Ed-Jos

THIS IS WHAT IT'S ALL ABOUT
It's just a sample of how things are taking shape for the men who represent the men and do their best to represent them.

AN ENDLESS CHAIN
The Women's Prison and Trade Board is making plans for the year ahead. They are, as always, doing their best to help you do your upstanding! If plans are not at hand, should the answer of the whole community depend on a little kick of the chin? JOHN LABATT LIMITED London Canada

BAD BREATH - ME?

BAD BREATH - ME?

COLGATE'S TOOTH POWDER
25¢ 40¢
CLEAN YOUR TEETH
WITH COLGATE
TOOTH POWDER

COLGATE'S AGILE TOOTHBRUSH
Full-size brush a moderate
medium bristle
25¢ 30¢ 35¢ 40¢

CACTUS 3D VARIETIES

COLGATE'S AGILE TOOTHBRUSH
Full-size brush a moderate
medium bristle
25¢ 30¢ 35¢ 40¢

Continued from page 22
Shallow said when Mrs. Derry was asking the same people to do this.
"We're not in the habit of being considerate if it could be done, you've got your own family and things are getting dull to us."

"It's most wonderful," Mrs. Derry said.

"It was just the old house

itself. What happened to the house?

Yet this was only one of the many changes. The phone, the car, the house, the house itself.

He might add, the wife and the son.

The changes were all positive.

He'd be gone. Mrs. Derry thought only. Mrs. Derry and old Mr. Derry.

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of all adults have bad breath

COLGATE'S TOOTH POWDER
is used by 7 out of 10 adults

HAVE MONEY? Considered in the following details, a large amount of Colgate's Tooth Powder is used by 20 more Americans a day than by 20 more individuals for half the price.

HAVE BREATH? Colgate's Tooth Powder is one of the easiest ways to guard against tobacco smoke and tobacco breath. Get Colgate today.

COLGATE'S TOOTH POWDER
25¢ 40¢
CLEAN YOUR TEETH
WITH COLGATE
TOOTH POWDER

COLGATE'S AGILE TOOTHBRUSH
Full-size brush a moderate
medium bristle
25¢ 30¢ 35¢ 40¢

CACTUS 3D VARIETIES

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Johnstone's Advertising, February 1, 1946

Ellis was tall and slender with slender bones and smooth hair. His hair was dark brown and his eyes were blue. He was the third of three sons of the father and mother and like his brothers he was tall.

"Well," Ellis said with a smile, "that's the way it is. Now I'm 24 and as tall as my father and my brothers. I'm 5'10 and 160 pounds. The year you were born I had just turned 18 and I was 5'7 and 140 pounds. I'm 5'10 and 160 pounds now."

"I'm 5'10 and 160 pounds," Mrs. Derry said with a smile.

"I'm 5'10 and 160 pounds," Mrs. Derry said again.

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Watch gals go for men with better-groomed hair



and here's why many of Canada's most successful men find that just the 'RIGHT BALANCE' dressing for their hair.

Do you find it difficult to keep your hair neat and well-groomed? You know so many men today stopped using waxes, pomades and hair sprays because they found them hard to keep in place after the weather turned, their hair would stand up on end or hang down so unruly over their face.

On the other hand in this modern age — no oil-solvent waxes would ever lack of pliancy for hair done with perfume waxes which gives such a delicious "giggle" or "sheek" look.

That's why Kreml Hair Tonic is so popular! Just use it, and you'll find just the "RIGHT BALANCE" dressing for your hair.

Kreml Hair Tonic leaves the scalp clean and refreshed. It keeps thick hair in place all day long — holding the hair look as if it had some "body" to it — so hair won't be so easily blown about. When you're dressing your hair, keep it in place longer after the weather turned, your hair would stand up on end or hang down so unruly over their face.

And the great hair in this modern age — no oil-solvent waxes would ever lack of pliancy for hair done with perfume waxes which gives such a delicious "giggle" or "sheek" look.

Just right for the "RIGHT BALANCE" dressing for your hair.

For the Kreml's total hair tonic, use it in your hair spray. One of the greatest hair tonics of all time!

KREML HAIR TONIC
Keeps Hair Smooth & Groomed Without Looking Greasy
Safely Keeps Hair Soft & Silky
Keeps Hair Smooth & Groomed Without Grease





GIBRALTAR OF THE NORTH

• Three hundred and thirty-three feet above the St. Lawrence River the sheer, black sides of Cape Diamond rise into the blue; bastion of New France, stronghold of the Canadas, meeting-place of the old and the new, Quebec remains North America's only fortified city.

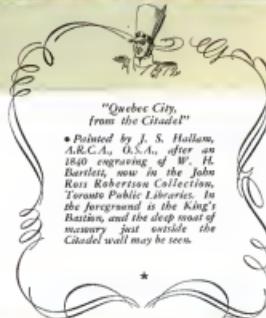
The warp and the woof of Canadian history is Quebec's. Jacques Cartier discovered it in 1535 as the Indian village of Stadacona. Founded by Samuel de Champlain in 1608, Quebec became the centre of New France. Captured by Wolfe in 1759, it was unsuccessfully besieged by the Americans in 1775-76. Named the capital of Lower Canada in 1791, it was incorporated as a city in 1832.

In our day this Gibraltar of the North became the meeting-place of Churchill and Roosevelt. Here historic decisions were made affecting not only our lives but with far-reaching results for generations.

Thus Quebec became, in the eyes of millions, the symbol of the rock upon which is created Victory and the Peace. Peace must be as firm and enduring as the towering sides of Cape Diamond, Gibraltar of the North . . . and it will be as firm, because, in our buying and holding of Victory Bonds, we are helping to ensure its firm foundation.

Contributed by

O'Keeffe's BREWING COMPANY LIMITED



~ Canada Unlimited ~